MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK1024 – FUNDAMENTALS OF MARKETING

(All Section)

28 MAY 2019
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL question. Marks for each question are shown at the end of each question.

QUESTION 1

The maturity stage of the product life cycle tends to remain unchanged for a long period of time. Critically describe this stage and discuss the probable strategy to be implemented in order to lengthen the duration of this stage. (25 marks)

QUESTION 2

Companies in the business environment must engage their consumers and communicate their value propositions to customers. Determine and provide a brief description of all elements of the marketing communications mix. (25 marks)

QUESTION 3

Companies that release new products tend to face challenges, especially during the setting of the price for the first time. There are two broad strategies that are available for the companies to select. Identify and clearly distinguish the difference between the two strategies. (25 marks)

QUESTION 4

Producers use intermediaries because intermediaries can create greater efficiency in making goods available to target markets. This is because the intermediaries perform many key functions to add value to the producers. Identify and discuss the different functions of the intermediaries. (25 marks)